LEGENDS MEDIA PLAN 96

Total OOH & Print Budget:
$400M (does not include OOH production)

Audience:
21-45 year old tennis/event goers

Event:
Chicago 4/13-14
Tampa 5/4-5
Houston 5/18-19
Oklahoma City 10/5-6
Dallas 10/19-20
Delray Beach 12/7-8

OOH
Objective:
1. Generate ticket sales
2. Awareness

-30 sheets up one month prior to event in each city. Also consider bus shelters if budget permits.
-#65-#75 showing.
-OOH should skew heavier than print.
-Plan to use same promoter requested locations as last year in appropriate cities. Chicago and Dallas will be forwarded, in meantime get quantity idea from local specialist.

PRINT
Objective:
1. Awareness

Consider:
National (Tennis magazine)
Regional (SI)
Local (City books & newspapers not used by promoter)

-In books (issue date) one month prior to event.
-Probably only be able to run 2 national/regional ads, once in Spring and once in Fall.
-Magazines that worked well last year are People and Us magazine.
-No Hispanic advertising. Edna Moore will provide black ROP plan.

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Source: https://www.industrydocuments.ucsf.edu/docs/lqlm0004